

CONTRACT



WDBJ Television Inc.
2807 Hersherberg Rd
Roanoke, VA 24017
(540)344-7000

www.wdbj7.com

And:

Buying Time Media
650 Massachusetts Ave, NW, Ste 210
Washington, DC 20001

Contract / Revision 27467 /		Alt Order # 06817033
Product NEA ADVOCACY FUND		
Contract Dates 09/17/13 - 09/23/13		Estimate # 2818
Advertiser ISS / NEA ADVOCACY FUND		Original Date / Revision 09/04/13 / 09/04/13
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WDBJ-TV	Account Executive WILL HILDEBRANDT	Sales Office Political
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code 391	Product Code 397
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WDBJ	09/20/13	09/20/13	M-F 1230P-2P	M-F 1230P-2P		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/16/13	09/22/13	----1--				1	\$375.00	0.00			
N 2	WDBJ	09/20/13	09/20/13	NEWS 7 AT NOON	M-F 12-1230P		:30				NM	1	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/16/13	09/22/13	----1--				1	\$360.00	0.00			
N 3	WDBJ	09/20/13	09/20/13	ELLEN	M-F 4-5P		:30				NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/16/13	09/22/13	----1--				1	\$310.00	0.00			
N 4	WDBJ	09/20/13	09/20/13	NEWS 7 AT 6	M-F 6-630P		:30				NM	1	\$960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/16/13	09/22/13	----1--				1	\$960.00	0.00			
N 5	WDBJ	09/20/13	09/20/13	MORNIN'	M-F 6-7A		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/16/13	09/22/13	----1--				1	\$450.00	0.00			
N 6	WDBJ	09/20/13	09/20/13	WHEEL OF FORTUNE/JEOP	M-F 7-8P		:30				NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/16/13	09/22/13	----1--				1	\$875.00	0.00			
N 7	WDBJ	09/20/13	09/20/13	LIVE WITH KELLY AND MIC	M-F 9-10A		:30				NM	1	\$205.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/16/13	09/22/13	----1--				1	\$205.00	0.00			
N 8	WDBJ	09/20/13	09/20/13	CSI: NY	FRI 9-10P		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/16/13	09/22/13	----1--				1	\$800.00	0.00			
N 9	WDBJ	09/23/13	09/23/13	M-F NEWS 7 AT 11 WEEKD	M-F 11-1135P		:30				NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/23/13	09/29/13	1-----				1	\$675.00	0.00			
N 10	WDBJ	09/23/13	09/23/13	THE PRICE IS RIGHT	M-F 11A-12P		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/23/13	09/29/13	1-----				1	\$350.00	0.00			
N 11	WDBJ	09/23/13	09/23/13	NEWS 7 AT NOON	M-F 12-1230P		:30				NM	1	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/23/13	09/29/13	1-----				1	\$360.00	0.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

WDBJ7, MY19 and WDBJ7.com does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to or has the effect of discriminating on the basis of race or ethnicity.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions. printed or



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<u>Contract / Revision</u>		<u>Alt Order #</u>
27467 /		06817033
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/17/13 - 09/23/13	NEA ADVOCACY FUND	2818
<u>Advertiser</u>		<u>Original Date / Revision</u>
ISS / NEA ADVOCACY FU		09/04/13 / 09/04/13

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 12	WDBJ	09/23/13	09/23/13	ELLEN	M-F 4-5P		:30				NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/23/13	09/29/13	1-----				1	\$310.00	0.00			
N 13	WDBJ	09/23/13	09/23/13	WHEEL OF FORTUNE/JEOP	M-F 7-8P		:30				NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/23/13	09/29/13	1-----				1	\$875.00	0.00			
N 14	WDBJ	09/23/13	09/23/13	CBS EARLY SHOW	M-F 7-9A		:30				NM	1	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/23/13	09/29/13	1-----				1	\$340.00	0.00			
N 15	WDBJ	09/23/13	09/23/13	LIVE WITH KELLY AND MIC	M-F 9-10A		:30				NM	1	\$205.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/23/13	09/29/13	1-----				1	\$205.00	0.00			
N 16	WDBJ	09/19/13	09/19/13	M-F NEWS 7 AT 11 WEEKD	M-F 11-1135P		:30				NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/16/13	09/22/13	---1---				1	\$675.00	0.00			
N 17	WDBJ	09/19/13	09/19/13	THE PRICE IS RIGHT	M-F 11A-12P		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/16/13	09/22/13	---1---				1	\$350.00	0.00			
N 18	WDBJ	09/19/13	09/19/13	NEWS 7 AT 5	M-F 5-530P		:30				NM	1	\$760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/16/13	09/22/13	---1---				1	\$760.00	0.00			
N 19	WDBJ	09/19/13	09/19/13	WHEEL OF FORTUNE/JEOP	M-F 7-8P		:30				NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/16/13	09/22/13	---1---				1	\$875.00	0.00			
N 20	WDBJ	09/19/13	09/19/13	CBS EARLY SHOW	M-F 7-9A		:30				NM	1	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/16/13	09/22/13	---1---				1	\$340.00	0.00			
N 21	WDBJ	09/17/13	09/17/13	M-F NEWS 7 AT 11 WEEKD	M-F 11-1135P		:30				NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/16/13	09/22/13	-1-----				1	\$675.00	0.00			
N 22	WDBJ	09/17/13	09/17/13	THE PRICE IS RIGHT	M-F 11A-12P		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/16/13	09/22/13	-1-----				1	\$350.00	0.00			
N 23	WDBJ	09/17/13	09/17/13	NEWS 7 AT NOON	M-F 12-1230P		:30				NM	1	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/16/13	09/22/13	-1-----				1	\$360.00	0.00			
N 24	WDBJ	09/17/13	09/17/13	NEWS 7 AT 5	M-F 5-530P		:30				NM	1	\$760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/16/13	09/22/13	-1-----				1	\$760.00	0.00			
N 25	WDBJ	09/17/13	09/17/13	NEWS 7 AT 6/CBS EVENIN	M-F 6-7P		:30				NM	1	\$935.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/16/13	09/22/13	-1-----				1	\$935.00	0.00			
N 26	WDBJ	09/17/13	09/17/13	WHEEL OF FORTUNE/JEOP	M-F 7-8P		:30				NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/16/13	09/22/13	-1-----				1	\$875.00	0.00			
N 27	WDBJ	09/17/13	09/17/13	CBS EARLY SHOW	M-F 7-9A		:30				NM	1	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/16/13	09/22/13	-1-----				1	\$340.00	0.00			
N 28	WDBJ	09/17/13	09/17/13	NCIS	TUE 8-9P		:30				NM	1	\$1,300.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/16/13	09/22/13	-1-----				1	\$1,300.00	0.00			
N 29	WDBJ	09/18/13	09/18/13	M-F 1230P-2P	M-F 1230P-2P		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/16/13	09/22/13	--1----				1	\$375.00	0.00			
N 30	WDBJ	09/18/13	09/18/13	ELLEN	M-F 4-5P		:30				NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/16/13	09/22/13	--1----				1	\$310.00	0.00			
N 31	WDBJ	09/18/13	09/18/13	NEWS 7 AT 6/CBS EVENING	M-F 6-7P		:30				NM	1	\$935.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/16/13	09/22/13	--1----				1	\$935.00	0.00			
N 32	WDBJ	09/18/13	09/18/13	LIVE WITH KELLY AND MICHELLE	M-F 9-10A		:30				NM	1	\$205.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/16/13	09/22/13	--1----				1	\$205.00	0.00			
Totals										0.00		32	\$17,870.00

Time Period	# of Spots	Gross Amount	Net Amount
08/26/13 - 09/23/13	32	\$17,870.00	\$15,189.50
Totals	32	\$17,870.00	\$15,189.50

Signature: _____ **Date:** _____

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